

Language and the reputation of the location

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The language question also affects the canton's reputation among international companies. Rankings of business locations and surveys of executives include criteria such as the ease of doing business, the availability of English-speaking staff and services, and the openness of the local society. For Zug, the first two criteria are the easier ones to meet, while the openness of the local society is harder to shape through policy. International companies that consider a move to the canton weigh these factors together with taxes, costs and access to markets.

For the canton, the lesson is that the English-speaking business environment is a necessary but not a sufficient condition of its attractiveness. Companies also need their employees and families to feel welcome, to find housing and schools, and to be able to build a life in the canton. The language question is part of this larger picture. A canton that offers an excellent English-speaking business environment but a closed local society will attract companies that send employees for short stays. A canton that combines both will attract companies and people who stay. Zug's future as an international location depends on which of these two paths it takes, a question that Part K examines.

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